

## Message Text

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PAGE 01 STATE 181847  
ORIGIN AGRE-00

INFO OCT-01 EA-09 ISO-00 EB-08 COME-00 TRSE-00 CIAE-00  
INR-07 NSAE-00 /025 R

DRAFTED BY AGRIC/FAS/ETSD:THOROSCHAK  
APPROVED BY EA/ANP:EHURWITZ  
AGRIC/FAS/ETSD:NKALLEMEYN  
AGRIC/FAS/ETSD:WDOBBINS  
AGRIC/FAS/FMD:JMINYARD  
AGRIC/FAS/AA:SBROWN  
AGRIC/FAS/MSD:ERBEVIS

-----087660 042049Z /61

R 031435Z AUG 77  
FM SECSTATE WASHDC  
TO AMEMBASSY SUVA

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PASS FLANEGIN

E.O. 11652: N/A

TAGS: DPAP FJ

SUBJECT: USDA MARKET PROMOTION ACTIVITY

"

1. BASED PRINCIPALLY UPON FINDINGS OF STEVE YODER, FAS/USDA, TRIP TO SOUTH PACIFIC NOV/DEC 76, USDA'S FOREIGN AGRICULTURAL SERVICE (FAS) HAS TENTATIVELY INCLUDED A SALES TEAM TO THIS AREA IN ITS FY 1978 MARKET DEVELOPMENT PROGRAM. SALES TEAMS ARE COMPRISED OF THE REPRESENTATIVES OF 5 TO 7 U.S. FIRMS HANDLING PRODUCTS FELT TO HAVE EXPORT POTENTIAL IN A SPECIFIC MARKET. THE GOAL OF A SALES TEAM IS TO INTRODUCE IMPORTERS IN THE SELECTED MARKET TO AN EXPANDED ARRAY OF U.S. FOOD PRODUCTS. FAS NORMALLY PRODUCES A BROCHURE CONTAINING BIOGRAPHIES OF THE TEAM MEMBERS AND REQUESTS U.S. UNCLASSIFIED

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MISSION TO DISTRIBUTE SAME TO LOCAL FOOD TRADE PRIOR TO ARRIVAL OF TEAM. POST ALSO WOULD BE ASKED TO RESERVE HOTEL ROOMS AND FACILITY FOR INTRODUCTORY RECEPTION, APPOINTMENT SCHEDULING, AND GENERAL PR SUPPORT. AN FAS STAFF MEMBER ACCOMPANIES THE TEAM; HOWEVER, PARTICIPANTS ARE RESPONSIBLE FOR THEIR OWN EXPENSES AND WILL PROVIDE PRODUCT SAMPLES FOR DISTRIBUTION TO POTENTIAL BUYERS.

2. GENERALLY THE FAS REP. OR AN EMBASSY OFFICIAL HOSTS A SMALL RECEPTION FOR THE TEAM INVITING GOV'T OFFICIALS, IMPORTERS, AND OTHERS INVOLVED IN FOOD PREPARATION AND/OR SALES. RECEPTION WILL BE FOLLOWED BY INDIVIDUAL TEAM MEMBER VISITS WITH THE LOCAL TRADE.

3. FAS DESIRES TO HAVE TEAM MAKE TWO STOPS IN SOUTH PACIFIC FOLLOWING VISIT TO INDONESIA. BASED UPON YODER'S REPORT, FAS CONSIDERING NEW CALEDONIA, FIJI, AND TAHITI WITH PREFERENCE BEING NEW CALEDONIA AND FIJI. TEAM MEMBERS WOULD BE RECRUITED FROM PARTICIPANTS IN TWO FAS SPONSORED FOOD SHOWS SCHEDULED FOR EARLY MARCH IN JAPAN. PROPOSED ARRIVAL FIJI: MARCH 20/78.

4. APPRECIATE YOUR VIEWS ON PROPOSED TIMING, PRODUCTS WITH IMPORT POTENTIAL, RECEPTION FACILITY AVAILABILITY, COST ESTIMATE FOR RECEPTION AND OF HOTEL ROOMS. CHRISTOPHER

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## Message Attributes

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**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** MARKET OPPORTUNITIES, IMPORTERS  
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**Drafter:** THOROSCHAK  
**Enclosure:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
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